

Partnering with Save the Children UK to help tackle child poverty and climate change

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We've partnered with Save the Children UK in a new three-year, £1 million commitment to support children and families in Wales and strengthen communities facing poverty and climate-related emergencies.

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The work in the UK will focus on communities in Wales, where child poverty is highest in the UK. Low-income families are often impacted most by climate-related emergencies such as flooding, alongside rising food and energy costs.

Together, we aim to reach more than 17,500 children and their families living in some of the most disadvantaged communities. In Wales, two child-led programmes – Voice and Light and Seedlings of Change – will work with children and families in Cardiff, Rhondda Cynon Taf and Neath Port Talbot to shape the support and resources they need.

Families will also be able to access direct support through grants for essentials such as food, clothing, books and toys. The programmes will help create child-friendly resources (including toolkits and digital tools) that schools, practitioners and decision-makers can use to help children prepare for and recover from emergencies, while Seedlings of Change will empower children to design climate and nature solutions – improving access to safe, green spaces for play and learning.

We've also joined Save the Children's global emergency Humanitarian Network – an alliance of corporate partners mobilising resources, raising awareness and driving innovation to better support children and communities before, during and after emergencies.

Michelle Leavesley, Chief Sustainability Officer at Admiral Group, said: “Through our partnership with Save the Children, we're proud to support work that strengthens resilience, responds to poverty and climate-related challenges, and puts children's voices at the heart of shaping safer futures.”

Moazzam Malik, CEO of Save the Children UK, said: “Children are demanding a greener and more just future. Effective emergency response doesn't start when a crisis hits – it starts with listening to children and families, and making sure they have the tools to prepare. We're delighted to be working with Admiral on our shared ambition to build a better climate for childhoods in Wales and around the world.”